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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:	Yaron REICH	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO.:	2951
FILING DATE:	20-Jan-05	EXAMINER:	John W. VAN BRAMER
TITLE:	LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. § 1.8**

Sir:

I hereby certify under 37 C.F.R. §1.8 that the enclosed correspondence is being facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300, including this page and 4 pages of Information Disclosure Statement, for a total of 5 pages.

Respectfully submitted,

  
D'vorah Graeser, PhD  
Agent for Applicant  
c/o Discovery Dispatch  
9003 Florin Way  
Upper Marlboro, Maryland 20772

Date: June 23, 2008  
Reg. No. 40,000  
Tel. No. (301) 952-1011

Attachment

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Sir:

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. 1.97 and 1.98, Applicant(s) hereby make of record the patents and publications listed on the accompanying Form PTO-1449, and other information contained herein, for consideration by the Examiner in connection with the examination of the above-identified patent application.

In accordance with the U.S. Patent Office's partial waiver of the requirement under 37 C.F.R. 1.98(a)(2)(i), only copies of the foreign patent documents and non-patent publications are enclosed.

In addition, Applicant(s) wish to call to the Examiner's attention the following commonly-owned, co-pending patent application(s) and patents, and Office Action(s) issued therein:

REMARKS

In accordance with the provisions of 37C.F.R. 1.97, this statement is being filed

1)within three (3) months of the filing date of a national application other than a continued prosecution application under 37C.F.R. 1.53(d), or within three (3) months of the date of entry of the national stage as set forth in 37 C.F.R. 1.491 in an international application, or before the mailing of the first Office Action on the merits, or before the

mailing of a first Office Action after the filing of a request for continued examination under 37 C.F.R. 1.114; or

2) after the period defined in (1) but before the mailing date of a final Action or a Notice of Allowance under 37 C.F.R. 1.311, and

the requisite Statement is below, OR

the requisite fee under 37 C.F.R. 1.17 (p), namely \$180.00, is included herein, or

3) after the mailing date of a final Action or Notice of Allowance but before the payment of the Issue Fee, AND

the requisite Statement is below, AND

the requisite fee under 37 C.F.R. 1.17(p), namely \$180.00, is included herein.

It is respectfully requested that each of the patents and publications listed on the attached Form PTO-1449, and other information contained herein, be made of record in this application.

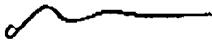
**STATEMENT**

As required under 37 C.F.R. 1.97 (e), Applicant (s), through the undersigned, hereby state either that:

1) Each item of information contained in the Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application **not more than three months** prior to the filing of the Information Disclosure statement; or

2) No item of information contained in the Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing this Statement after making reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. 1.56(c) **more than three months** prior to the filing of the Information Disclosure Statement.

Respectfully submitted,

  
D'vorah Graeser, PhD  
Agent for Applicant  
c/o Discovery Dispatch  
9003 Florin Way  
Upper Marlboro, Maryland 20772

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